

Amendments to the Claims

This listing of claims will replace all prior versions, listing, or claims in the application:

Listing of Claims:

1. (Currently Amended) A system for managing promotions over a network comprising:
a promotion server system including a computer processor and associated datastore,
said datastore containing data representative of terms and statistics of one or more item
promotions; and
a commercial server system including a computer processor, said commercial server
system being selectively coupleable to said promotion server system over said network, said
commercial server system associating at least one of a manufacturer and a retailer of products
or services to the promotion server system;
wherein said promotion server system includes promotion code for transferring, to
said commercial server system, said data representative of the terms and statistics of said
promotions such that a user of the commercial server system via accessing the promotion
server system at least one of evaluates and promotes utilization of those promotions related to
said products or services,
said commercial server system by being associated with the at least one manufacturer
and retailer permits at least one of evaluation and promotion of said promotions related to
said products or services by said user.

2. (Original) The system of claim 1, wherein said promotion server system further
includes authorization code for enabling said commercial server system to accept or decline
one or more of said promotions.

3. (Previously Presented) The system of claim 1, wherein said promotion server system further includes accounting code for providing, to said commercial server system, said statistics of said promotions, said statistics including data representative of one or more of a number of promotions redeemed and a value of the redeemed promotions.

4. (Previously Presented) The system of claim 1, wherein said network is an internet.

5. (Previously Presented) The system of claim 1, wherein certain of the promotion data in said datastore of said promotion server system is associated with a specific commercial server system and said specific commercial server system can only access said certain of the promotion data associated therewith.

6. (Original) The system of claim 2, wherein said authorization code includes screen display data having a promotion search portion for enabling said commercial server system to search for its promotions based on search terms input to said promotion search portion by said commercial server system.

7. (Original) The system of claim 1, wherein said promotion code includes screen display data having a promotion search portion for enabling said commercial server system to search for its promotions based on search terms input to said promotion search portion by said commercial server system.

8. (Original) The system of claim 3, wherein said accounting code includes screen display data having a promotion search portion for enabling said commercial server system to search for its promotions based on search terms input to said promotion search portion by said commercial server system.

9. (Previously Presented) The system of claim 8, wherein said accounting code screen display data includes a table having at least one of a total number of promotions redeemed and a total value of the redeemed promotions.

10. (Original) The system of claim 9, wherein said accounting code screen display data table includes at least one of the total number of promotions redeemed and the total value of the redeemed promotions for each of a number of days that said promotions are active.

11. (Original) The system of claim 1, wherein said promotion data is transferred to said commercial server system in the form of screen display data.

12. (Currently Amended) A method of managing promotions over a network comprising the steps of:

establishing a connection between a commercial server system and a promotion server system over said network, said commercial server system associating at least one of a manufacturer and a retailer of products or services to the promotion server system; and said promotion server system transferring promotion data from said promotion server system to said commercial server system over said network, said promotion data including terms of said promotions and statistics of performances of said promotions such that a user of the commercial server system via accessing the promotion server system at least one of evaluates and promotes utilization of those promotions related to said products or services, said commercial server system by being associated with the at least one manufacturer and retailer permits at least one of evaluation and promotion of said promotions related to said products or services by said user.

13. (Previously Presented) The method of claim 12, wherein said network is an internet.

14. (Original) The method of claim 13, wherein said promotion data is transferred to said commercial server system in the form of screen display data.

15. (Original) The method of claim 14, further comprising the step of said commercial server system selecting a promotion management option, wherein said promotion

server system transfers screen display data to said commercial server system that provides said commercial server system with an option to view said statistics.

16. (Original) The method of claim 14, further comprising the step of said commercial server system selecting a promotion management option, wherein said promotion server system transfers screen display data to said commercial server system that provides said commercial server system with an option of pulling one or more of said promotions from an active status.

17. (Previously Presented) The method of claim 14, further comprising:
said commercial server system selecting a promotion authorization option, wherein said promotion server system transfers screen display data to said commercial server system that provides said commercial server system with an option of accepting a promotion.

18. (Previously Presented) The method of claim 14, further comprising:
said commercial server system selecting a promotion authorization option, wherein said promotion server system transfers screen display data to said commercial server system that provides said commercial server system with an option of declining a promotion.

19. (Previously Presented) The method of claim 14, further comprising:
said commercial server system selecting a promotion accounting report option, wherein said promotion server system transfers screen display data to said commercial server system that provides said commercial server system with said statistics that include a dollar value of the promotions redeemed by a client system through said commercial server system.

20. (Previously Presented) The method of claim 14, further comprising:
said commercial server system selecting a promotion success report option, wherein said promotion server system transfers screen display data to said commercial server system that provides said commercial server system with said statistics that include a redemption rate of the promotions redeemed by a client system through said commercial server system.

21. (Currently Amended) A system for managing promotions over a network, comprising:

a promotion server system and associated datastore containing data representative of one or more item promotions;

a commercial server system selectively coupleable to said promotion server system over said network, said commercial server system associating at least one of a manufacturer and a retailer of products or services to the promotion server system; and

at least one client system selectively coupleable to said commercial server system over said network,

wherein said promotion server system includes:

available promotion code for providing, to said commercial server system, data representative of an identity and terms of one or more of said item promotions; and

promotion distribution code, responsive to requests from said commercial server system for specific ones of said item promotions, for transmitting said promotion data for said specific item promotions to said commercial server system; and

wherein said commercial server system is responsive to access thereto by one of said client systems, and includes pointer code that points said client system to said promotion data representative of terms of said promotions in said datastore, to transfer said promotion term data to said client system such that a user of the commercial server system via accessing the promotion server system at least one of evaluates and promotes utilization of those promotions related to said products or services,

said commercial server system by being associated with the at least one manufacturer and retailer permits at least one of evaluation and promotion of said promotions related to said products or services by said user.

22. (Original) The system of claim 21, wherein said item promotion data in said data store is associated with a specific commercial server system; and

wherein said available promotion code transmits to said specific commercial server system only item promotion data associated with said specific commercial server system.

23. (Previously Presented) The system of claim 21, wherein said promotion server system maintains data representative of an identity of said commercial server system and the identity of item promotion data requested by said commercial server system.

24. (Original) The system of claim 21, wherein said commercial server system and said client systems include code which enables transactions over said network; and

wherein said commercial server system includes code for transmitting, to said promotion server system, transaction data representative of transactions between said commercial server system and said client systems which involve said item promotions.

25. (Original) The system of claim 24, wherein said promotion server system maintains data representative of said transaction data.

26. (Original) The system of claim 25, wherein said promotion server system and said commercial server system include code enabling said commercial server system to request information relating to said transaction data and, in response thereto, to adjust the terms of said promotions.

27. (Previously Presented) The system of claim 21, wherein said network is an internet.